

# Oklahoma Strategic Plan

October 5, 2005

To

October 5, 2010

Oklahoma Association of RC&D Councils, Inc.  
Strategic Plan 2005-2010

**PURPOSE OF THE ORGANIZATION**

The purposes for which this organization was formed are as set forth in the Articles of Incorporation. These purposes are:

- A. To support and develop the efforts of Oklahoma's Resource Conservation and Development association councils and
- B. To educate the people living in the state to:
  - 1. Accelerate the development, conservation and wise use of human, financial and natural resources in order to
  - 2. Improve the standard of living and the quality of life in Oklahoma.

**GOALS AND OBJECTIVES**

**EDUCATION, EXTERNAL**

**Goal 1: Increase Public Awareness Of The RC&D Program**

**OBJECTIVES:**

- A. The Chairman will appoint a committee of at least two council members to coordinate with Oklahoma Publications; i.e. REC, Oklahoma Association of Electric Cooperatives, Farm Bureau, Farmer's Union, etc., to feature RC&D project activities.  
**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_
- B. The individual RC&D Councils will capitalize on RC&D projects and events on an on-going basis by informing news media prior to events. The State Association and individual Councils will promote public awareness such as:
  - 1. Updating the Oklahoma RC&D Brochure when necessary and
  - 2. Preparing Legislative briefings to assist with contacting legislators.**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_
- C. The State Chairman will seek or appoint a member to seek a position on the State Rural Development.  
**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_

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**EDUCATION, INTERNAL**

**Goal 2: Establish Council Member Training**

**OBJECTIVES:** Council and Coordinators will seek out qualified individuals to provide training at the Oklahoma Summit each year, to be identified by April meeting.

**Date:** \_\_\_\_\_

**Action:** \_\_\_\_\_

**Goal 3: Maintain Intra-Council Communications**

**OBJECTIVES:** Distribute state association meeting minutes and financial reports to state association members and RC&D Coordinators within ten (10) working days following the close of the meeting.

**Date:** \_\_\_\_\_

**Action:** \_\_\_\_\_

**POLITICAL ADVOCACY**

**GOAL 1: Increase Local & State Government Officials' Awareness of the Importance of the RC&D Program**

**OBJECTIVES:**

A. The State Council will form a Legislative Committee with an appointed, representative from each RC&D Council. The committee will be formed during the Annual Summit.

**Date:** \_\_\_\_\_

**Action:** \_\_\_\_\_

B. Each RC&D Council will continually encourage representation on their council from local governmental bodies.

**Date:** \_\_\_\_\_

**Action:** \_\_\_\_\_

C. The Legislative Committee will identify key legislators that support RC&D each year by July 1.

**Date:** \_\_\_\_\_

**Action:** \_\_\_\_\_

D. The Legislative Committee will develop an information strategy to engage the State and National Legislators on issues affecting Oklahoma and RC&D.

**Date:** \_\_\_\_\_

**Action:** \_\_\_\_\_

**GOAL 2: Increase Awareness and Importance of the RC&D Program on a National Level**

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**OBJECTIVES:**

- A. The State Association Chair or assigned committee will coordinate legislative activities with the National Association of RC&D Councils on an on-going basis.  
**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_
- B. The Legislative Committee will send quarterly updates to congressmen and senators beginning October 2006.  
**Date:** January 2006 **Action:** \_\_\_\_\_
- C. The Council will sponsor a delegate trip to Washington, D.C. as needed.  
**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_
- D. The Council will continue to provide the opportunity to recognize key legislators and others who support and promote the benefits of RC&D. These individuals will be recognized at the program at the RC&D State Summit for key legislators who help the program to be recognized as needed. These are to be identified at the April meeting.  
**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_

**FUNDING**

**GOAL 1: Secure Funding to Educate Council Members**

OBJECTIVES: The State Council will solicit private foundation funds i.e. Kellogg Foundation (sponsor Regional Carbon Sequestration Conference).

**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_

**GOAL 2: Develop a Working Annual Budget**

OBJECTIVES: The chairman will appoint a finance committee annually by January 1, consisting of three (3) members. The Treasurer will chair the committee.

**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_

**Goal 3: Explore ways of getting partnership sharing.**

OBJECTIVES: The chairman will appoint a committee that will contact potential sponsors for the state council and individual council activities.

**Date:** \_\_\_\_\_ **Action:** \_\_\_\_\_

**OVERALL ACCOMPLISHMENT PRIORITIES**

***INTERNAL STRENGTHS***

1. Individual RC&D council membership diversity is a strength to the program.
2. Individual RC&D councils provide sufficient guidance to the Coordinator but allows him/her sufficient latitude to get the job done.
3. There is good cooperation with and among Coordinators, utilizing the strengths of each individual.
4. There is good networking with Technology centers, county extension agents, Rural Electric Coops etc.
5. There is decision making “from the bottom up”.

***EXTERNAL OPPORTUNITIES***

1. Greater opportunities due to telecommunications and decentralization trends.
2. Expand the RC&D program into Oklahoma and Cleveland counties.
3. Continue to elevate public recognition of the RC&D program.
4. Network between RC&D areas within the state and across state lines.
5. Seek funding from foundations and other sources.
6. Increase contacts with rural legislators concerning the existence and need for development of the RC&D program.
7. Continue efforts to develop partnerships with other entities (i.e. RECs, RECD, Native American tribes, foundations, corporations, etc.).
8. Exploit interest in rural development, although there are fewer rural residents.
9. Continue efforts to diversify and strengthen RC&D council membership.

***TRENDS***

1. RC&D program funding constraints.
2. Transformation/decline in the rural population.
3. Decline in public awareness in conservation issues.

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4. There is an increase in the recognition of the RC&D program in some areas.

***EXTERNAL THREATS***

1. Federal Funding changes.
2. Lack of awareness about the RC&D program effectiveness.
3. Lack of employment opportunities in some areas, leading to population decrease.

***INTERNAL WEAKNESSES***

1. There is a need to publicize significant projects and accomplishments.
2. There is a continuing need to inform and engage RC&D council members concerning the RC&D program and their role in it.
3. There is a perception of duplication of services.
4. Need to involve the council's and their committees in more direct links to projects. Promote member resignations of uninspired members.
5. Need to expand use of sponsors, cities and citizens in program activities.
6. There is a need for continued efforts toward greater council membership diversity.
7. There is a lack of solicitation of outside funding.